

Wine Culture in Austria

When thinking about an exquisite wine that is soothing to the palate, do you stop to think that it might be coming from vineyards across the Atlantic Ocean in a country called Austria? Perhaps not. In the past Austria has not been as renowned for the production of wine. With simply 1 % of the worlds wine coming from Austria, it is not surprising why ([Gray](#)). However, in the recent years it has acquired great fame and recognition for their uniqueness and focus on the quality of their wines.

The production of wine has been embedded in the roots of the Austrian culture for hundreds of years, which is why it is not surprising that they are excelling in this, ever enduring industry. Austria is home to nearly 20,000 vineyards, many of which are small family owned businesses and are usually considered a second source of income for many families ([Sevenich](#)). There are four main regions in Austria where you can find these vineyards, which are located in the east and south eastern parts of Austria. These four regions are Wachau, Kremstal, Kamptal and Neusiedlersee. Within the first three regions the most common wines that can be found are the white wines, making up 70% of the vineyards. There you can find 22 different varieties of white wines ([Wine & Wineries](#)). Red wines make up 30% of the vineyards, with 13 different varieties of wines ([Wine & Wineries](#)). The main regions that are know for high quality wines such as the dry Rieslings and Grüner Veltliners are Wachau, Kremstal and Kamptal. The fourth region, Neusiedlersee is known for producing engaging sweet wines such as Alois Kracher, Willi Opitz. ([Wine & Wineries](#)).

The fame of the Austrian wine culture is growing immensely, however this is not the type of wine that you will see Austria exporting in extreme amounts. The main reason behind the lack of wine being exported from Austria to other parts of the world is that there simply is not enough supply of Austrian wine to fulfill the demand. The main consumers of the wine produced in Austria are the Austrians themselves. Three out of every four bottles of wine are sold to Austrians and they are usually sold right on the premises. Austrian's have a great love for exquisite white wines that complement their meals, as well as sweet wines which are produced in their country. The restaurant industry is another industry that is a great purchaser when it comes to Austria's wines. They are accountable for 84% of wine consumption for the use in their restaurant operations ([Austria's winemakers to strengthen export focus after strong 2006](#)).

On the chance that they have enough supply to export their wines, they are exported to their neighboring country Germany, which also has a demand for the Austrian wines ([Austria's winemakers to strengthen export focus after strong 2006](#)). For these reasons we will sparingly be able to find a bottle of wine produced in Austria here in the United States. However, due to the increasing demand for the wines from Austria, Austria has realized that it would be in their best interest to put forth more efforts to export wines to other countries. The greatest importer of Austria's wine, as noted above, is Germany, bringing into their country 67% of the wines from Austria. However Austria is now looking into exporting in to new territory such as the United States and Switzerland ([Austria's winemakers to strengthen export focus after strong 2006](#)). In addition to expanding, Austria plans to focus their marketing efforts in 2007 on countries where there is already a market for their wines. Hopefully with these marketing efforts and by entering into new countries in the future, the Austrian wine culture will be experienced and enjoyed by countless individuals around the globe.